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Browser that provides website navigational assistance

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Browser that provides website navigational assistance

ABSTRACT

It is often not clear to a user of a web browser as to where to go next when viewing a website. This disclosure describes techniques to ease web navigation by providing the expected next link in a clear and useful way. The techniques include display of a prominent browser next button that allows the user to select and navigate to the next page from a webpage. The described techniques can be implemented in a web browser application or other applications that display webpages.

KEYWORDS

- Web browser
- Website navigation
- Next-click button

BACKGROUND

For various reasons, it is often not clear to a user of a web browser as to where to go next. For example, on some devices, webpages do not work well. On some webpages, poor formatting, the presence of false download buttons, use of Flash, or hidden text makes it confusing for the user as to where to go next. An example is the landing page of a business, e.g., a restaurant, which is splashy but does not enable the user to easily locate important information such as opening hours, menu, etc.

DESCRIPTION

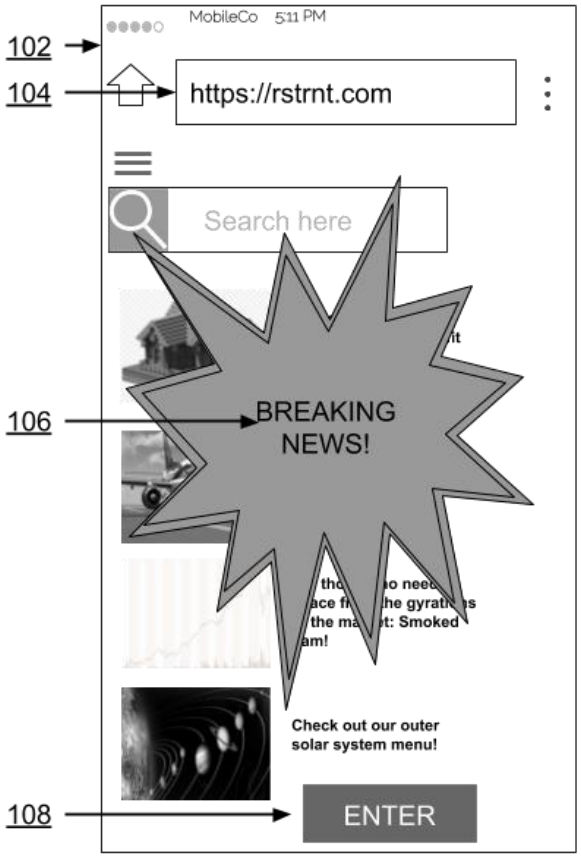

Fig. 1: Browser next-click button

Fig. 1 illustrates a browser next-click button, per techniques of this disclosure. As illustrated in Fig. 1, a browser (102) is currently displaying to a webpage (104). As explained before, the webpage does not have informational content readily visible, e.g., the page is covered by a Flash graphic (106). While Fig. 1 illustrates a graphic, other types of webpage designs can also obstruct user access to informational content. With user permission, a statistic is maintained for the next page that visitors navigate to from the webpage. The statistic can be developed offline and can be maintained by the publisher of the webpage. If the fraction of users that navigate to the most popular next page is greater than some threshold, e.g., 50%, then the most popular next page is referred to as “site-navigational.”

When users visit a webpage, they can check if the page has a site-navigational next page. This can be done by communicating the next page to the server, or by downloading a list of webpages and their site-navigational pages. If a webpage has a site-navigational next page, a link to that page is rendered prominently to users in the browser user interface. In the example of Fig. 1, a link to the site-navigational next page is rendered prominently as an “enter” button (108). The UI-element that indicates the site-navigational next page can be supplied by the browser, e.g., in the form of a browser bar, a pop-up, a button overlaid on the webpage, etc. even if the link to the site-navigational next page is not present on the webpage itself. Such a UI element can include a prominent forward-arrow graphic, or a message such as “enter,” “most-visited next page,” etc. If the user permits automatic navigation, the user can be auto-forwarded to the site-navigational next page.

Further to the descriptions above, a user is provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information, e.g., user’s navigation on a web page; a user’s preferences, e.g., regarding display of the browser-next button, automatic web page navigation; etc. and if the user is sent content or communications from a server. In addition, certain data, e.g., navigation data that indicates the next page navigated to, is treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user’s identity or other user information is treated so that no personally identifiable information can be determined for the user. Thus, the user has control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes techniques to ease web navigation by providing the expected next link in a clear and useful way. The techniques include display of a prominent browser next button that allows the user to select and navigate to the next page from a webpage. The described techniques can be implemented in a web browser application or other applications that display webpages.